

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 33. (Cancelled)

34. (New) A portable communication terminal, comprising:

 a registration request issuing means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server;

 a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request; and

 a display means for displaying said advertisement information received by said receiving means.

35. (New) The portable communication terminal according to claim 34, further comprising a registration cancellation means for requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

36. (New) The portable communication terminal according to claim 35, wherein said receiving means automatically receives said advertisement information.

37. (New) The portable communication terminal according to claim 34, wherein said receiving means automatically receives said advertisement information.

38. (New) The portable communication terminal according to claim 34, wherein said display means automatically displays said advertisement information on a standby screen.

39. (New) The portable communication terminal according to claim 34, wherein said receiving means receives updated advertisement information from said advertisement information broadcast server.

40. (New) The portable communication terminal according to claim 39, wherein said display means displays said updated advertisement information received by said receiving means.

41. (New) An advertisement system comprising an advertisement information broadcast server, and a portable communication terminal, wherein said portable communication terminal comprises:

a registration request means for issuing a registration request for advertisement information broadcast from said advertisement information broadcast server;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request; and

a display means for displaying said advertisement information received by said receiving means.

42. (New) The advertisement system according to claim 41, wherein said portable communication terminal further comprises a registration cancellation means for requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

43. (New) The advertisement system according to claim 42, wherein said receiving means automatically receives said advertisement information.

44. (New) The advertisement system according to claim 41, wherein said receiving means automatically receives said advertisement information.

45. (New) The advertisement system according to claim 41, wherein said display means automatically displays said advertisement information on a standby screen.

46. (New) The advertisement system according to claim 41, wherein said display means receives updated advertisement information from said advertisement information broadcast server.

47. (New) The advertisement system according to claim 46, wherein said display means displays said updated advertisement information received by said receiving means.

48. (New) A method for displaying advertisement information, comprising the steps of:
issuing a registration request for advertisement information broadcast from an advertisement information broadcast server; and
receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request.

49. (New) The method according to claim 48, further comprising a step of requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

50. (New) The method according to claim 49, wherein said advertisement information is automatically received.

51. (New) The method according to claim 48, wherein said advertisement information is automatically received.

52. (New) The method according to claim 48, wherein said advertisement information is automatically displayed on a standby screen.

53. (New) The method according to claim 48, wherein updated advertisement information is received from said advertisement information broadcast server.

54. (New) The method according to claim 53, wherein said updated advertisement information received by said receiving means is displayed.